

Advertising Tips for Private Workers

This information has been prepared to provide private escorts with an overview of laws relating to advertising, some tips on how to prepare your advertisement and a list of places to advertise.

THE LAW AND ADVERTISING

The Prostitution Control Act 1994 and the Prostitution Control Regulations 1995 set out specific restrictions on advertising for the sex industry. What follows is a summary of these laws and regulations.

Prostitution service providers (this includes private escorts) must ensure that:

- An advertisement must contain the letters PCA followed by either an exemption or licence number.
- Your PCA number must be correct and current. It is unlawful to publish an exemption or licence number that is false.
- Photographs of persons in advertisements must be restricted to the head and shoulders and the person(s) in the photograph must supply written consent allowing their picture to be published in the advertisement.
- Advertisements can be no larger than 18cm x 13cm (approximately ½ an A4 page).
- If you have two or more ads in one publication and they are to be placed next to each other, again the overall size of these ads cannot exceed 18cm x 13cm.
- Advertisements must not refer to your race, color, ethnic background, health or your medical testing history.
- Advertisements must not use the words 'massage', 'masseur', 'remedial', or any other words that state or imply that you are providing massage services.
- You must not cause your advertisement to be broadcast or televised.
- Your advertisement must not describe the services offered.

On the more positive side your advertisement may:

- Contain references to your sexual orientation.
- State that safe sex practices are used, and that condoms are always used.

DESIGNING YOUR ADVERTISEMENT

Designing an ad can be a daunting experience the first time around, but don't despair. Be creative and take time to check out the ads of other workers.

- Make sure your PCA number is up to date and correct. If in doubt call the Business Licensing Authority (03 9627 7260) to check.
- Be honest. Don't write something about yourself that is obviously not true.
- When looking at other ads, ask yourself what you like and dislike about the ad. Does it stand out? If so, why?
- You may want to indicate whether the service on offer is directed to gay, straight, bisexual or transgender clients, or clients who are a couple.
- Be as creative as you like. Try to come up with new and clever ways to attract the attention of potential clients (while of course remembering the above legal constraints).
- Don't say too much about yourself. Leave something to the imagination. Entice clients to call to find out more.
- Remember a well thought out, but sincere, sales pitch goes a long way.

Resourcing Health & EDucation in the Sex Industry
10 Inkerman Street, St Kilda VIC 3182

Phone (03) 9534 8166

Fax (03) 9525 4492

Visit www.sexworker.org.au



Where to Advertise

SEX INDUSTRY

RED

RhED's magazine

For rates and further information contact:

Resourcing health and Education in the sex industry

Phone: (03) 9534 8166

ACM

(Adult Contact Magazine)

A fortnightly publication

For rates and further information contact:

Phone: (03) 9593 9800

Picture People

Weekly national magazines

For rates and further information contact:

Phone: (03) 9899 1297

Fax: (03) 9899 1298

Penthouse

Monthly national men's magazine

For rates and further information contact:

Phone: (02) 9901 6100

Fax: (02) 9901 6116

The Sport's Truth

For rates and further information contact:

Phone: (02) 9620 1166

Fax: (02) 9620 6266

LOCAL COMMUNITY NEWSPAPERS

Melbourne Independent Newspapers

A group of weekly community newspapers

For rates and further information contact:

Phone: (03) 9666 3966

Fax: (03) 9666 3940

Leader Newspaper Group

A group of weekly community newspapers

For rates and further information contact:

Phone: (03) 9433 1111

Metropolitan News

A weekly community newspaper distributed to Melbourne's inner and northern suburbs

For rates and further information contact:

Phone: (03) 9486 9955

Community News

(Moonee Valley & Moreland Editions)

For rates and further information contact:

Phone: (03) 9334 5633

Fax: (03) 9334 5451

GAY AND LESBIAN PRESS

MCV (Melbourne Community Voice)

Weekly Melbourne based gay and lesbian newspaper

For rates and further information contact:

Phone: (03) 8415 0422

Fax: (03) 8415 0433

B.News & Melbourne Star

Melbourne based GLBT newspapers

Phone: (03) 9421 4199

Fax: (03) 9421 5378

E-mail: adsbnews@rabbit.com.au

Outrage

Monthly national gay magazine

For rates and further information contact:

Phone: (03) 9926 1143

Fax: (03) 9926 1199

Focus

Quarterly Melbourne based gay and lesbian magazine

Phone: (03) 9416 8388

Fax: (03) 9416 8388

This information is of a general nature and does not substitute for legal advice.

If you have further questions regarding information provided here, contact RhED on (03) 9534 8166.